



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

**Contract #** 1538498  
**Schedule Dates** 08/23/12-08/29/12  
**Advertiser** Crossroads GPS (42237)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** CROSSROADS GPS 8/23 (468817)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** CLOYD, ELISE  
**Phone/Fax** /  
**CPE** 1955  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** CROSSROADS GPS 8/23

**Date Entered** 08/21/12  
**Last Modified** 08/28/12  
**Entered By** Nancy Brutus  
**CO-OP** No  
**Headline #** 06289673  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,200.00  
**Net Total** \$40,800.00  
**Sales Tax**

West Palm Beach (WPEC)		
By Broadcast Month	Spots	Rate
Aug. 2012	32	\$30,540.00
Sep. 2012	29	\$17,460.00
<b>Grand Total:</b>	<b>61</b>	<b>\$48,000.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/23/12-08/24/12	3	:30	9A-10A (EST)	2				X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/21/12
2.0	Normal Line / SPOT (2)	08/23/12-08/24/12	3	:30	11A-12P (EST)	2				X	X			2	\$415.00	\$830.00	West Palm Beach (WPEC)		8/21/12
3.0	Normal Line / SPOT (3)	08/23/12-08/24/12	3	:30	4P-5P (EST)	2				X	X			2	\$450.00	\$900.00	West Palm Beach (WPEC)		8/21/12
4.0	Normal Line / SPOT (4)	08/23/12-08/24/12	3	:30	5P-5:30P (EST)	2				1	1			2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/21/12
5.0	Normal Line / SPOT (5)	08/23/12-08/24/12	3	:30	5:30P-6P (EST)	2				1	1			2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/21/12
6.0	Normal Line / SPOT (6)	08/23/12-08/24/12	4	:30	11:35P-12:35A (EST)	4				2	2			4	\$340.00	\$1,360.00	West Palm Beach (WPEC)		8/21/12
7.0	Normal Line / SPOT (7)	08/23/12-08/26/12	3	:30	11P-11:35P (EST)	3				X	X	X	X	2	\$1,050.00	\$2,100.00	West Palm Beach (WPEC)		8/21/12
7.0.1	Closed Preempt (7)	08/23/12															West Palm Beach (WPEC)	Pre-empt/Exception -	
8.0	Normal Line / Prime (8)	08/23/12-08/23/12	2	:30	10P-CBS-Person of Interest (Thursday)	2					2			2	\$2,100.00	\$4,200.00	West Palm Beach (WPEC)		8/21/12
9.0	Normal Line / Football (9)	08/24/12-08/24/12	2	:30	8P-Sports-CBS NFL Preseason	3					3			3	\$1,800.00	\$5,400.00	West Palm Beach (WPEC)		8/21/12
10.0	Normal Line / Football (10)	08/25/12-08/25/12	2	:30	8P-Sports-CBS NFL Preseason	3						3		3	\$1,800.00	\$5,400.00	West Palm Beach (WPEC)		8/21/12
11.0	Normal Line / SPOT (11)	08/26/12-08/26/12	2	:30	8A-9A (EST)	2							2	2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/21/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

Schedule Dates: 08/23/12-08/29/12  
Advertiser: Crossroads GPS (42237)  
Agency: Mentzer Media Services (1381)  
Product: POLITICAL ISSUE (ns) (1187)  
Brand: CROSSROADS GPS 8/23 (468817)  
Salesperson: TeleRep/DC, Washington DC (2995)  
Sales Office: TeleRep Washington DC  
Buyer Name: CLOYD, ELISE  
Phone/Fax: /  
CPE: 1955  
Account Types: National/Political Issue Agency BRD  
Billing Type: Weekly/Irregular  
Comments: CROSSROADS GPS 8/23

Last Modified: 08/28/12  
Entered By: Nancy Brutus  
CO-OP: No  
Headline #: 06289673  
Demo: A35+R  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$7,200.00  
Net Total: \$40,800.00  
Sales Tax:

By Broadcast Month Spots Rate  
Aug. 2012 32 \$30,540.00  
Sep. 2012 29 \$17,460.00  
Grand Total: 61 \$48,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (12)	08/26/12-08/26/12	3	:30	6:30P- 7P (EST)								1	1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/21/12
13.0	Normal Line / SPOT (13)	08/26/12-08/26/12	3	:30	7P- 8P (EST)								1	1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		8/21/12
14.0	Normal Line / Prime (14)	08/26/12-08/26/12	2	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/21/12
15.0	Normal Line / Prime (15)	08/26/12-08/26/12	2	:30	10P- CBS-The Mentalist (Sunday)								1	1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/21/12
15.0.1	Closed Preempt (15)	08/26/12															West Palm Beach (WPEC)	Pre-empt/Exception -	
16.0	Normal Line / SPOT (16)	08/27/12-08/29/12	3	:30	9A- 10A (EST)									3	\$300.00	\$900.00	West Palm Beach (WPEC)		8/21/12
17.0	Normal Line / SPOT (17)	08/27/12-08/29/12	3	:30	11A- 12P (EST)									3	\$415.00	\$1,245.00	West Palm Beach (WPEC)		8/21/12
18.0	Normal Line / SPOT (18)	08/27/12-08/29/12	3	:30	12P- 12:30P (EST)									3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		8/21/12
19.0	Revised Line / SPOT (19)	08/29/12-08/31/12	3	:30	4P- 5P (EST)									3	\$450.00	\$1,350.00	West Palm Beach (WPEC)		8/21/12
19.1	Normal Line / SPOT (19)	08/29/12-08/29/12	3	:30	4P- 5P (EST)									3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
20.0	Normal Line / SPOT (20)	08/27/12-08/29/12	3	:30	5P- 5:30P (EST)									3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
21.0	Revised Line / SPOT (21)	08/29/12-08/31/12	3	:30	5:30P- 6P (EST)									3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
21.1	Normal Line / SPOT (21)	08/29/12-08/29/12	3	:30	5:30P- 6P (EST)									3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

**Contract #** 1330650  
**Schedule Dates** 08/23/12-08/29/12  
**Advertiser** Crossroads GPS (42237)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** CROSSROADS GPS 8/23 (468817)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** CLOYD, ELISE  
**Phone/Fax** /  
**CPE** 1955  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** CROSSROADS GPS 8/23

**Last Modified** 08/23/12  
**Entered By** Nancy Brutus  
**CO-OP** No  
**Headline #** 06289673  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,200.00  
**Net Total** \$40,800.00  
**Sales Tax**

**By Broadcast Month**  
Aug. 2012 32 \$30,540.00  
Sep. 2012 29 \$17,460.00  
**Grand Total:** 61 \$48,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / SPOT (22)	08/27/12-08/29/12	4	:30	11:35P-12:35A (EST)		2	2	2					6	\$340.00	\$2,040.00	West Palm Beach (WPEC)		8/21/12
23.0	Revised Line / SPOT (23)	08/29/12-08/31/12	3	:30	11P-11:35P (EST)				1	1	1						West Palm Beach (WPEC)		8/21/12
23.1	Normal Line / SPOT (23)	08/29/12-08/29/12	3	:30	11P-11:35P (EST)				3					3	\$1,050.00	\$3,150.00	West Palm Beach (WPEC)		8/28/12
24.0	Normal Line / Prime (24)	08/27/12-08/27/12	3	:30	10P-CBS-Hawaii Five-O (Monday)		1							1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
25.0	Normal Line / Prime (27)	08/28/12-08/28/12	2	:30	10P-CBS-CBS News The Republican National Convention			1						1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
26.0	Normal Line / SPOT (26)	08/23/12-08/24/12	3	:30	12P-12:30P (EST)					1	1			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		8/21/12
27.0	Normal Line / SPOT	08/26/12-08/26/12	10	:30	11P-11:35P (EST)							1		1	\$0.00	\$0.00	West Palm Beach (WPEC)		8/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location	Date
----------------------	------

I, Stephanie Maroney

do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p>LOPEC CONTRACT #1359298</p>					

Total Charges: \$ 48,000 = (Grade)

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005  
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

6/8/12      [Signature]      703-299-1760  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
[Signature]      Lillie Roberts      Sales Director  
Signature                      Printed Name                      Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Crossroads GPS PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Elise Clapp  
Candidate Manager Agency Committee (circle one)

ADDRESS: Mentzer Media Services  
600 Fairmount Ave, Suite 306  
Towson, Md 21286

PHONE: 410-825-7034 FAX: 410-321-9516

EMAIL: \_\_\_\_\_

Information Requested: Rates & Avail

Final Disposition: Order Placed \$48,000<sup>00</sup>

If Committee, list officers and position: Crossroads GPS

1404 New York Ave  
Washington, DC 20005  
Treasurer - Margee Clancy  
BOARD CHAIRMAN - Steven Kuo  
(703) 989-6167

TAKEN BY: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_